

Planning and executing a promotion party for Suicide Chefs Oy

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<p>This thesis is a written report on the planning, executing and hosting a promotion event for Suicide Chefs Oy.</p> <p>Suicide Chefs Oy is a starting company, founded by Haaga-Helia seniors Emil Abdullajevs and Peetu Virtanen. They plan to combine tattoo and chef cultures with an upcoming self-published book and they have a lot of other products in mind. However, what they don't have is publicity and this is why the promotion party was held.</p> <p>The thesis is constructed of literary review and an empirical part, which is the planning and executing of the promotion party. A Music show was held right after the promo, to create more value for the event. The theory part explains the most important parts of event management and customer relationship management. The empirical part tells how the promotion party was planned, how it was executed and how did the clients (Peetu and Emil) feel about the event.</p> <p>The event took place 28th of April, 2016 at Bar Loose. The Objective of the event was to create awareness about the company and to meet the profitability bounds set by Bar Loose. Both the event and the music show were profitable and well liked, but the goal of increasing awareness of the company could have succeeded better.</p>	
Keywords Event Management, Promotion party, Special event, Customer relationship management	

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1 Introduction

This thesis is a written report for a project work for Suicide Chefs Oy. Aim of this project is to create a promotion party for the company. Suicide Chefs Oy is a new culinary company, which is just taking its first steps. For them it is crucial to get publicity for the company itself and for their products.

Idea for the party came as early as March 2015 when I was in contact with the CEO of the newly founded Suicide Chefs. CEO Peetu Virtanen was in the process of writing a book with his friend and COO Emil Abdullajevs. Virtanen offered me to host a book launching party for their upcoming book, which I gladly accepted.

Late May 2015, Peetu and I came up with the basic idea of the event. It would be a casual and relaxed evening, held preferably at a bar, which would make it an R-18 event. Drinks and food would be served. The Theme of the event would be to bring out the experience of combining food and tattoo culture.

But why hold an event to market the company? Gerritsen & al. (2014) provides three excellent explanations about using events as marketing tool. First explanation is that the so called "old media" is losing its power. Newspaper orders are decreasing, with less and less people seeing television and radio commercials. Marketers are now searching for new ways of getting the word out and events usually make the customers emotionally bonded with the brand or product. For the second point, Gerritsen explains more about the emotional bond. When a customer visits an event, he or she creates memories and emotions through the event and reflects them to the product. These experiences are vital for a well-executed event. However if the experiences are bad, the event might hurt the product. Third explanation is simply that events are fun. When company hosts a party, a social gathering will happen. Human is a social animal so those situations are usually viewed as positive occasions. (Gerritsen & al, 4-5.)

There were many reasons why I chose this topic as my thesis. The most important is that the idea of planning an event is something tangible, something which I would actually create myself. It would be a lot of work, but it would be much more interesting and educational than doing research of a topic which I don't feel close to.

This thesis is divided in two parts; the first part will be the theoretical framework of event management and customer management. The second part will be the empirical part which

will cover the planning, organizing and executing of the event and will be followed by a discussion about the outcomes of the event and my personal development.

1.1 Aims and objectives

The Aim of this thesis is to explain the theoretical framework behind event management and customer relationship management, which are needed for creating the event. After explaining the theory, it is time to dig into the empirical side. Empirical part of this thesis will explain the objectives and goals we had set for the event. Planning, organizing and executing the event all have a number of things to accomplish, from acquiring the venue to setting up the place and booking the entertainment, this thesis tells the story of how all these things were accomplished.

For the event itself the main objective is simple; to get publicity and promotion for Suicide Chefs Oy. Of course, for this to happen, the event must be well executed. An Aim of over a hundred guests was set for the event. To get people to attend, some value to the event must be created. But in the end, when the event is over, if the guests are happy and have learned something new about Suicide Chefs the event is successful.

As previously stated, the idea for this thesis came already in May 2015. Originally the idea was to hold a book launching party, but the writers Peetu and Emil had challenges in finishing the book on time so the event morphed into a promotion party.

The Date of the event was a hindrance in the beginning of planning. After I knew that I wouldn't have to wait for the book to be completed, I had to consider about graduation. The Event could have been held in summer time, in which the book would have been ready, but that would have meant that I would not have graduated before summer, which was a personal goal of mine. After figuring out the dates when the event should be held, it was a lot easier to send queries to possible venues.

Suicide Chefs is a starting company, so they don't generate any revenues yet. That means that the budget of the event will be covered by the two owners and me. This created limitations since most of venues demand a rent.

2 Event management

This part of the thesis focuses on the theoretical framework of event management. First the focus will be on the definition of an event, and what kinds of events are there. Then questions about why events are held and why do people attend them are answered. After this the final chapter of this part will cover the most crucial parts of the event planning itself.

2.1 Definition of an event

Getz (2012) defines events as a momentary thing, something that has a beginning and an end. Events are usually planned ahead (and when they are) events usually are held or happen in specific place. An Event is a once in a life time thing, which can't be replicated. Events can be similar, but there is always something that will separate them, for example the entertainment can be replicated, but the reflection of it cannot Getz (2012, 37.). Kilkenny (2006) points out the similarities in events. They are all planned, organized and detailed. There is almost always someone planning the event and setting goals, in which the most common one is to make a number of people to gather to a specific place (Kilkenny, 2006, 29).

Getz (2012) also adds that when an event is planned it is also then categorised and labelled, after their function (Getz 2012, 40). Tarlow (2002) agrees, explaining that there are numerous different scales of events, from Independence Day picnics to mega size sports events for example the Olympic Games. In many events money exchanges its owner, making them a business. Even at birthdays or social gatherings, people have to travel to the venue, where they usually consume food and beverages. This always generates profits to someone, ergo; they are business (Tarlow 2002, 2-4.)

2.2 Different types of events

In Kilkenny's perspective most events fall into two big categories, first one being special and social events. She explains that these kinds of events can either be open and free for the public or targeted for a specific target group, with attending fees. Size of the event depends just on how big the venue is. For example, social or special events can be one of the following: an anniversary, a book signing, a cocktail reception, a festival, a reunion or a sport event.

The Second category is business and educational events. These events are seldom open for the public. The reason to have these events is to collect students, work colleagues or businessmen with the same interest in the topic of the event. They are usually held within some kind of organization. Examples of business and educational events are: classes, forums, lectures, seminars and workshops. (Kilkenny 2006, 30-31).

(Allen, O'Toole, Harris, McDonnel, Brown & Jones, 2011) explain that events can be categorised through several ways including size, form and content. Events are often categorised by their size. Four of the most common categories of sizes are (from the smallest to the biggest): local/community-, major-, hallmark- and mega-events.

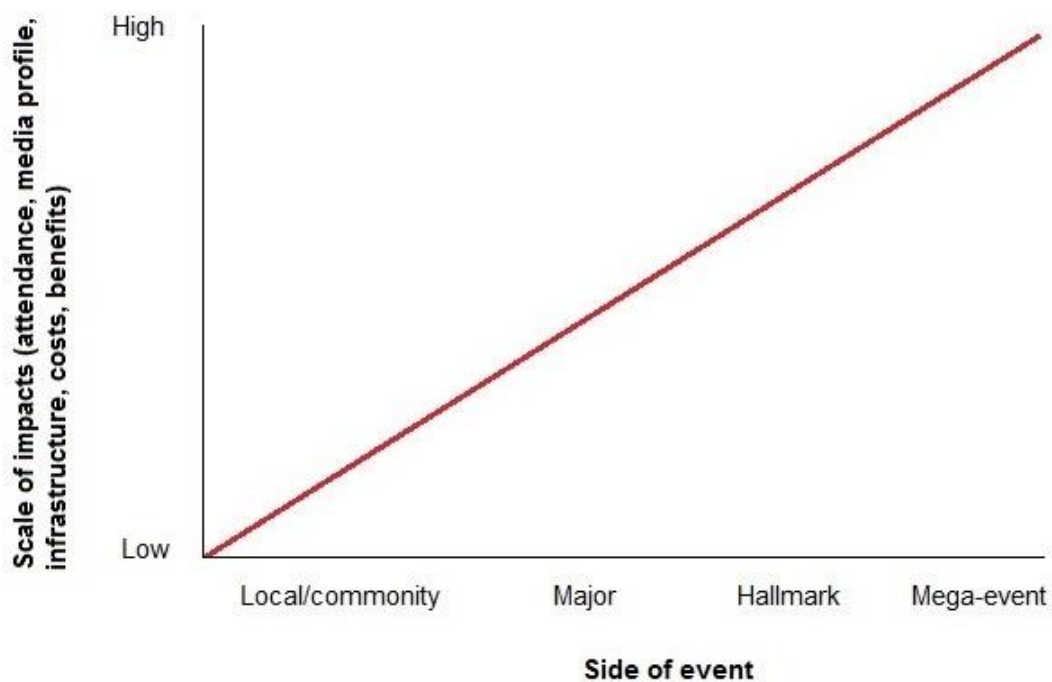


Figure 1. Categorisation of events (Allen & al. 2011, 12).

Local or community events are events which by their name happen in a globally small area. These events can be targeted just for the locals, for ex. farmers market. They can however grow and become tourist attractions, even hallmarks in the future. (Allen & al. 2011, 12-14.)

Perfect example of a local event, which has brought tourism and which keeps on growing is Kaljakellunta (Beer float), in Tikkurila, Vantaa. As I have participated in this event annually ever since 2010, I have witnessed how the event has grown each year and so has the variety of people in it. When before it was mostly local young adults participating, it is now a tourist attraction as well. I have met people from UK, Germany, Netherlands and Denmark just to mention some, who have travelled to Vantaa just for the event.

Major events are the in the scale, where they are so big that they draw significant amount of media attention and are capable of attracting tourists (Allen & al. 2011 14). Bowdin, Allen, O'Toole, Harris R & McDonnel (2011) add that the hype around a major event is international. On many occasions major events are connected to sports. For an event to be called a major sports event, three conditions must be met: first it must be a contest either between two sport teams or between nations, secondly it has to attract both media and spectators world-wide and thirdly it must have significance for the sport, for example a play-off match (Bowdin & al. 2011, 20).

Hallmark size events are events which have gained such a massive popularity that the events become almost the identity of its holding place. Since their huge attractiveness, hallmark events draw in vast numbers of tourists. Hallmark events resemble the whole towns' identity and spirit, for example Oktoberfest. (Allen & al. 2011, 13-14). In Oktoberfest 2015, there were 5.9 million visitors, from both the local Munich area and all over the world. An Astonishing amount of 7.7 million litres of beer were sold and consumed at the event. (Oktoberfest 2016)

Hallmark events can also represent a whole nation. Perfect example of this is Day of the Dead (el Dia de los Muertos) festival in Mexico, where families pay respect to their lost relatives with massive festivities. The event reflects the Mexican culture to the world and draws huge attention especially in the USA and it has been added to the list of UNESCO's representative list of the intangible cultural heritage of humanity. (UNESCO 2016)

Mega-events are in few, but they indeed are mega sized. They are events which can influence whole economies and they catch the attention of the global media. These events include the Olympic Games, FIFA World Cup and World Fairs. Creating a new mega-event is nearly impossible, since previously mentioned events have such a strong histories and popularity. (Allen & al. 2011, 12-13).

2.3 Motivation to host and attend events

Kilkenny explains that there are as many reasons for people to attend events as there are people who attend events. Possible guests needs to be inspired, motivated or enticed to participate in an event. Few possible motivations for people to attend events are: celebrations, force of habit, increasing sales, networking, promoting a new product and supporting a cause. (Kilkenny, 2006, 31-32).

According to Shone and Parry, there are always multiple reasons to hold an event, which can be divided into primary and secondary motives. A Primary reason is usually the whole point of the party, for example a birthday party, where the person holding a party wants to celebrate his or her birthday. Secondary reason for a party can be that the host wants to use his new grill or that he wants to do a special activity (for ex. Mini cart racing) and uses the birthday to accomplish that goal.

Also the attendants may have several motives. Usually the motives to attend an event are social; people like to interact with each other. This social motive can be easily linked to other motives, such as seeking new experiences, or tangible motives, for example the food or drink which are available at the event. (Shone and Parry, 2013, 38-39).

Getz 2012, emphasizes the personal connection to the event: *“People who are highly involved in a port or lifestyle pursuit (like running) have a strong motivation to attend events where their specific needs can be satisfied”*

2.4 Event planning

This part of the thesis will focus on the subject of event planning. I will explain how generally events are planned and how they are marketed. Budgeting and getting sponsorships are important subjects which will be covered. Finally I will explain the importance of risk management and evaluation of the event.

2.4.1 Planning of the event

Everything starts for a reason. There has to be some kind of goal or objective which the event aims to fulfil. It is the same either if you are planning a picnic for your friends or a music gig, there are goals which need to be completed. (Shone and Parry, 2013, 98). Kil-kenny highlights the vision of the event. According to her, it is important from the beginning to define the goals (the general purpose of the event) and objectives (measurable targets, which help to accomplish goals) then define the vision what the event should be like. The Vision is like a theme, which will make everything click together. Everything from the venue to entertainment should follow the vision which has been set for the event. (Kil-kenny, 2006, 41).

Allen & al, bring up that in the beginning, it is necessary to define if the event is new or pre-existing. In case of a completely new event, there might be a need to undertake a feasibility study. This might be the wish of the organization, which either organizes or have

placed an order for the event, or it can be done individually. (Allen & al. 2011, 189). Van der Wagen & White agree and list a few culmination points which should be carefully inspected:

- Competition. When planning an event, it is necessary to find out about the competition. If there are similar events or major events at the planned time, it will have an effect to sales.
- Regulations. Especially in Finland, rules and regulations need to be taken into consideration. For example, noise is something that agitates the surrounding residents and that is why it is so regulated.
- Marketing takes a part of the budget and for a reason; without it, it is hard to reach customers.
- Community impact. In addition to noise, for example waste, attendee or anything else can set-off the local people or unions. It is critical to deal any complaints beforehand and prepare for upcoming ones.
- Risk. Risk management is really important in event management. Weather, cancellation of a performer, technical failure or accidents are just a few things which can go wrong.

After the goals have been set and the reason for the event is known, it is important to form a target group. For previously mentioned defined vision, Kilkenny reminds to keep it in mind when thinking about target groups. When planning an event, it must be shaped and modelled for the people who are attending it. It is crucial to keep the people who you want to attend in mind, for example when picking up music for the event. It might be a bad move to blast death metal, at a sweet-16 party, if the attendants are typical 16-year old girls. It is important to research and collect data about the target group. This can be a great help when planning the event. (Kilkenny, 2006, 45-45).

This is however just the beginning of event planning. Setting up the budget, forming task groups, marketing, getting sponsors and risk management are all important part of event management, depending of course of the size of the event.

Van der Wagen and White offer a wide selection of things to keep in mind when planning an event. They are in the same mind-set with previous writers, advising to set goals and objectives, establishing a theme for the event and thinking about the target audience.

Another thing which needs to be set in the beginning is scope. Scope withholds the date, time and duration of the event and its size. Scope is also heavily related to resources

available. Human-, physical- and financial resources all are needed for the event to take place.

The Timing of the event is really important. Depending on the type of event which is held, four factors should always be taken into evaluation: season, day of the week, time of day and duration. For example, it makes more sense to host a football tournament in summer-time, since it is a more suitable time to play outside. However, if you host a local football tournament at the same time when the FIFA world cup is taking place, it will also eliminate participants. If the event is focused on partying and serving alcohol, a weekend night will work a lot better than Tuesday morning. Duration has to be taken into consideration since the event has to end at some point.

The Venue is at least as important as the timing. The Venue needs to serve many factors; it needs firstly to fit the theme. It also needs to have all the necessary facilities and equipment for the event to succeed. Several venues may offer everything that is needed, but when choosing one, the location might be the key. The Best venues are easily accessible by public transportation, but it would also be good to have parking available. Also the seating capacity, logistics and safety need to be in order.

The Design of the event is a sum of many parts. After the theme of the event is set, the layout of the venue needs to be completed. Possible décor has to be planned, ordered and set up before the event starts. If anything is ordered to the event, it is crucial to be connected to the suppliers and quickly react if something goes wrong. The Technical requirements need to be met, the staging has to be in order, the entertainment needs to be booked in advance and the possible catering and service also has to be booked. (Van der Wagen & White 2010, 26-36).

It is hard to keep track of what needs to be done and what has already been accomplished. Shone and Parry recommend to use Gantt charts, which are one of the easiest ways to keep up project management. The idea in Gantt charts is to create a time-line for your project and then all the tasks which need to be completed. Empty boxes are then placed on the timeline in line with the tasks, to represent where those tasks should need to be attended. When the task is done, it is marked into the empty box. (Shone & Parry 2013, 245).

As following, a Gantt chart created for a school project.

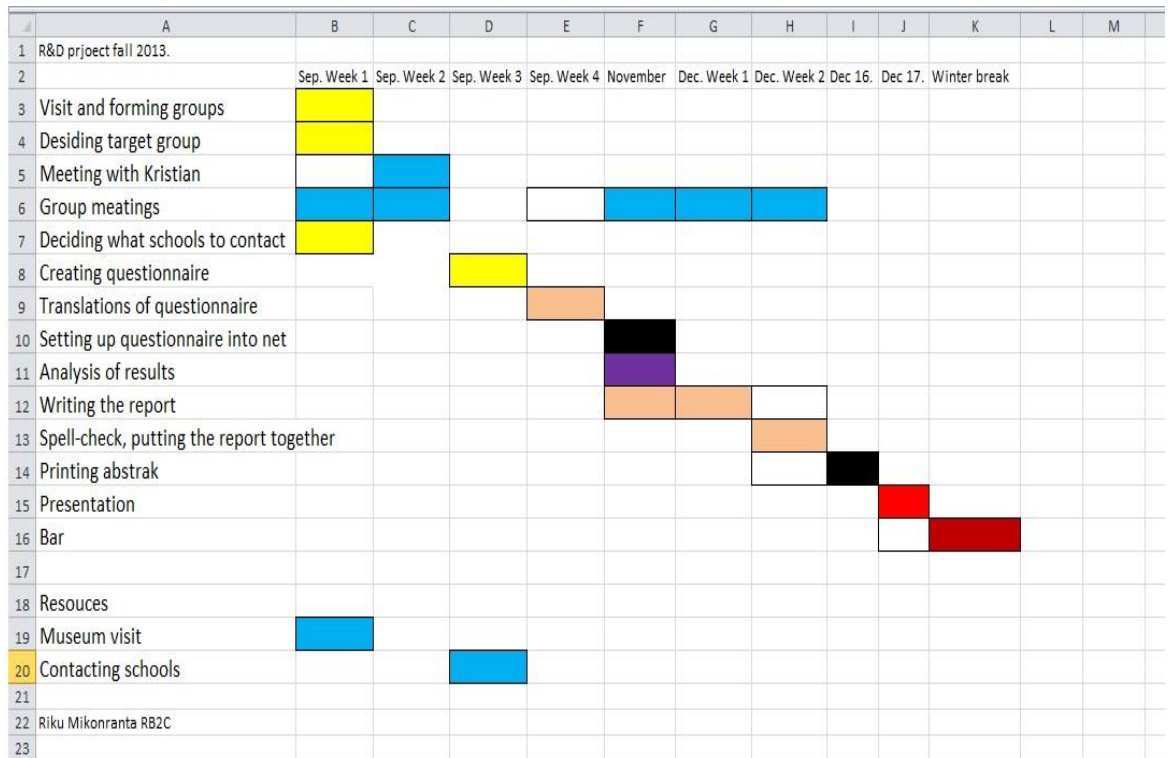


Figure 2, Gantt chart

2.4.2 Marketing of the event

Shone & Parry offer the following figure as a guideline of how to start a marketing plan. Some of these tasks need to be tended at the start of the planning process of the event. It is important to set objectives and goals early on, for both the marketing plan and the event itself. Analysis of the environment is also a key point, since if it has not been done; the whole event may be done for nothing. But when all of these six parts, which can be found in the figure below, are done well, the marketing campaign should go smoothly. (Shone and Parry, 2013. 205-207).

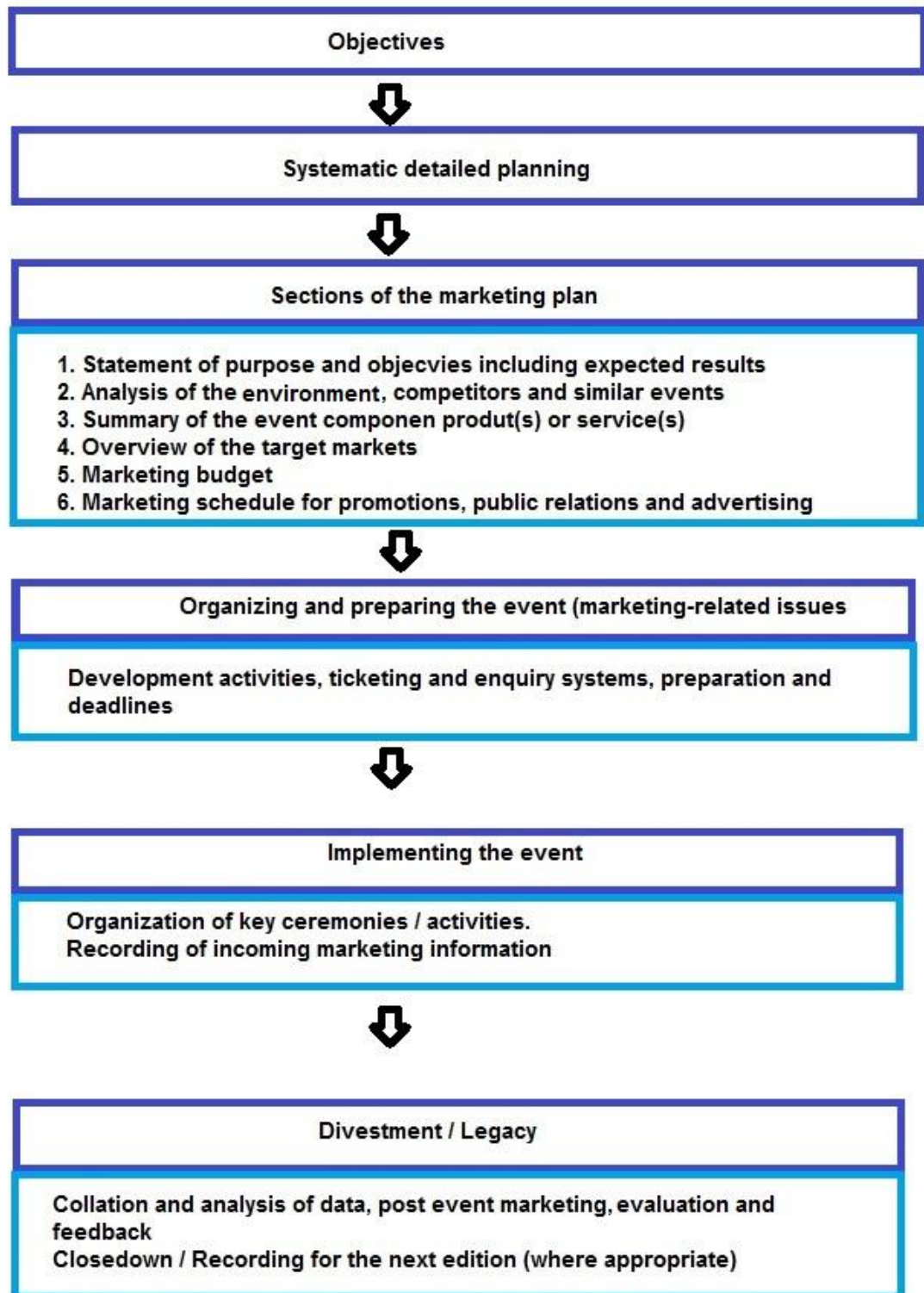


Figure 3, Marketing plan (Shone and Parry, 2013. 197).

Shone & Parry emphasize the importance of the target audience. Every event has a target market and it is crucial to get to know them. For marketing to work it is important to know how to reach its audience. Some research of the target market should be done, to get to

know their needs. Target market can also be several audiences, instead of just the one. (Shone and Parry, 2013. 196-197).

Kilkenny continues. She reminds that the marketing should follow the set theme of the event in terms of marketing to the targeted audiences. Marketing for the event should let the possible participants know the key points of the event (when, where, why etc.) in a positive message. It is crucial to know the target audience and how to reach them, since if marketing is done via channels which the targeted audience does not follow, it really goes to waste.

Networking plays a great role in marketing. When marketing the party, it is important to be in contact with everyone who can be of service, from your personal friends to all companies involved in the event. (Kilkenny, 2006. 153-154).

New type of networking revolves around social media. Getz points out that we don't have to rely on old media (newspapers, TV etc.) anymore. They are more expensive and less effective at reaching the target audience than social media. Allen & al, bring up Facebook, Flickr, Twitter and YouTube as a game changing websites. (Allen & al, 2011. 133). Getz continues listing good aspects of social media:

- instant global communications including virtual events
- marketing events to target communities online (Facebook is a good tool for this)
- sharing at a huge scale (photos, videos, articles etc.)
- social networking and group forming
- discussion and public discourse

(Getz, 2012. 29).

Preston agrees and adds that when planning an event, blogs offer a massive database for the planner. He also points out that 70% of the world's population owns a mobile phone. Especially with the younger generation phone usage is heavily connected to social media, so the marketing potential there is massive. (Preston, 2012. 113-115).

Apple's app store has sold over 10 billion applications. Bigger events may use their own apps to market and to offer useful information to visitors, such as maps and schedules. For example Provinssi Rock in Seinäjoki offers such service. (Google Play 2016)

Getz brings out interesting points of views. In his opinion marketing should not be viewed as only advertising and sales, but also as exchange relationship between an organization and its stakeholders. This relationship helps the organization to reach its goals. Commu-

nications are crucial for this process to work. For marketing to work, the needs, motives, choices and the effectiveness of communications has to be examined.

Getz also explains that there are two types of marketing concepts: customer oriented and product oriented. Customer oriented is the classical type, which is aimed to attract customers and clients. There is a need for an event and it is then created and marketed to whomever it is designed to. Product oriented is however created for the event itself. Many art events are created to bring something new to life and the event is then marketed and sold to sponsors. (Getz, 2012, 290).

2.4.3 Budgeting

Allen & al, defines budget as a statement of plans, which are presented in numerical terms. It withholds the information about on what money is spent and what creates revenue. In bigger events, it can be chopped down to sub-budgets, which all cover a major area of the event such as logistic, human resources and staging. The budget needs to be formed early on, since most of the aspects in events require payment before they make revenue. (Allen & al, 2011. 191).

Goldblatt (2011) remarks that in event management, revenues are usually based on assumptions. To complete the budget some estimations needs to be completed about the assumed revenues.

He also presents three different financial philosophies, where under budgets are lined. First one is profit-oriented event, where revenue is expected to exceed expenses, typically corporate events, put-up to increase sales. Second is Break-even event, where expenses are equal to revenue. Example of break-even type event could be a trade union conference, where the expenses are covered via participation fees. Third type is loss leaders or hosted events, which are meant to lose money, for example graduations or governmental celebrations. The focus is on promotion of the cause, not in generating profit.

When generating a budget, it is a good idea to calculate the break-even point. To get the break-even point, first contributinal margin is needed to be sorted out. Contributinal margin is the variable cost of a person deducted of revenue per person or simply put:

Contributinal margin = Revenue per person – variable cost per person.

Break-even point is then calculated by dividing total fixed cost of the event with contribution margin.

Let's assume that in a hypothetical event, the host gets a revenue of 25 € per person and the variable cost per person is 20€. This makes $25 - 20 = 5$, where 5 € is the contributonal margin. Fixed cost in this same made-up event is 1 500 €. Break-even point is then $1500 / 5 = 300$. So there we can see that the event needs 300 participants to break-even. Every guest added to 300 makes 5 € profit. (Goldblatt, 2011. 158-166).

2.4.4 Sponsorship

Kilkenny sums up event sponsorship as following: company or an organization gets name recognition and the event gets money or products. When sponsorship deals are made, mutually beneficial partnerships are created, which can last years to come. Sponsorship is not just charity anymore, companies have found events as a gateway to reach customers and they are using that option. (Kilkenny, 2006. 63-64).

It is important to identify the needs of the sponsor. Different companies have different needs. Some companies wish to reach a specific niche crowd and some other wants as much media coverage as possible. The Right sponsorship for the right event will grant the company's wishes (Allen & al, 2011. 130-131). Shone & Parry continue with stating that, in sponsorships mutual target market is a dealmaker/breaker. Beer manufacturer is better of sponsoring a football or an ice hockey event than an opera. They also point out, that the event may offer other hospitality besides the usual advertisement. A sponsored gala may offer VIP seats or cabinets to their sponsors. Sponsors may also look for events which are beneficial to their community. Sponsoring those kinds of events improves the public image of the organization. (Shone & Parry, 156-159).

2.4.5 Risk management

Risk management is a wide, complex and essential part of event planning. Tarlow summarises risk management as minimizing the risks and maximizing the aid for the attendants. Risk management aims to minimize any suffering which may occur during the event. (Tarlow, 2002. 24).

According to Getz, risk management starts with the identification of possible threats. (Getz, 2012. 303). Tarlow agrees and gives some major areas to focus on: alcohol and events, crowd control, emergencies, critical issues and special hazards in outdoor events.

Especially in Finland, alcohol brings a lot of risks to the table. Intoxicated people are in higher risk of hurting themselves and others around them, so some preventive actions have to be taken. First of all it is crucial to have educated staff. There are rules and laws which affect the service of alcohol, for example no serving to underage and people who are too intoxicated. Security needs to know how to handle a drunken person and so does the medical staff. Some of the risks of serving alcohol are fights, drunken disorder (making a mess, noise etc.) and sexual assaults. (Finlex, 2016)

Crowd control is needed especially in bigger events. For example, festivals, street and sport events and student parties have the danger of people forming into mobs and then creating mayhem. Alcohol and/or drugs make people act more impulsive than they usually are/do and this leads to safety issues. (Tarlow, 2002. 85-58). Shone and Parry provide a sad example where crowd control has failed. Roskilde festival, located in Copenhagen Denmark, is one of the biggest and most traditional music festivals held in the whole of Europe. On Friday 30 June 2000, a massively popular American rock band Pearl Jam was performing in front of 70 000 people. In a muddy, overcrowded stage, the singer Eddie Vedder stopped the playing of the band and asked people to move further back. This was a request send out too late, since nine fans lost their lives at the show. Loss of life is the biggest one there is and it will affect the victims' family and friends for the rest of their lives. When media caught on the incident, false truths were spread which hurt both the victims' and the Roskilde festivals honour. (Shone and Parry, 2013. 229-230).

Emergencies cover emergency medical response (or EMR), fire safety, poison control and terrorism. EMR is usually considered at the bigger events. For example in football games, EMR teams plan the first aid stations and the evacuation plans, if someone is in need of help. Fire safety concerns every single building and therefore every single event. It is important that the venue has all the necessary fire safety tools (fire exits, fire extinguishers etc.) and that the place has been approved by a fire marshal. Extra attention should be focused on elderly people and persons with handicaps, so that they are not left behind in a dangerous situation. (Tarlow, 2002. 111-131).

Critical issues withhold: pedestrian safety, food safety, drinking water quality, lighting, parking lot safety, electrical and gas safety, insects and snakes (Tarlow, 2002. 141).

Outdoor events have some specific risks which need to be taken into consideration. When events are hosted outdoors, there usually is not a set venue. Every constructed element needs to be safe for both performers and spectators. Besides the construction, there are

number of things to be taken care of; first aid, lost children, crimes, noise pollution and so on. (Tarlow, 2002. 170-187.)

Van der Wagen & White recommend using risk analysis matrix to determine and categorize the upcoming risks:

	Risk Analysis Matrix				
Likelihood	1 Insignificant	2 Minor	3 Moderate	4 Major	5 Catastrophic
A Almost certain					
B Likely					
C Possible		Snakes			
D Unlikely					
E Rare					Earthquake

Figure 4, Risk Analysis Matrix

In this matrix, threats are placed in order of their likelihood and severity. Slots are colour coded, green being a risk which doesn't create much harm, and on the other side red, which is as it has been named: catastrophic. When the risks are analysed, they should be dismantled beginning from the most significant.

Where the risk management is focused on the physical threats, van der Wagen and White remind that there is also the business risk. Most events are created to generate revenue, so for the host there is always the risk of losing money. (Van der Wagen & White, 2010. 407-409).

2.4.6 Close-down and evaluation

After the event is completed some tasks remains. Shone & Parry provide a table of the final tasks:



Figure 5, Final phase of event activities

The Physical tasks are the ones at hand right after the event is over. It is important to create a break-down schedule, where it comes clear in which order everything is cleaned out. It is essential to know this, because someone might try to grab their gear before it is safe. The rule of thumb is to first clear out all the smaller items and then move on to bigger ones. The goal is that the venue is left at the same condition as it was before the event.

The Administrative duties at the close-down are: contract closing, handling the bills and completing the accounts. Contract closing is not just making payments, but to evaluate how the contractor did his job. If they did quality work, it is good to keep a professional relationship in future events. When all overdue bills are handled, accountants might need the final accounts. Depending on who has funded (company, town, government etc.) the event, they need their own financial breakdowns of the event.

When evaluating the event, two key questions answer much. Did the event meet its objectives? And what can be improved for the next time?

In the beginning of an event there are always objectives and goals set. Did enough people show up? Was the event profitable? If the goals were reached, well done! But if not, the reasons for why they were not reached, needs to be found out. (Shone & Parry, 2013, 307-313)

3 Customer Relationship Management

This part of the thesis focuses on theoretical framework of Customer Relationship Management (referred as CRM in following text). First I will give the definition of CRM, and then examine how CRM works on the customers and the companies' point of view. I will end the chapter by giving an implication plan of CRM process in a nutshell.

3.1 Definition

According to Bergeron, CRM is a process where a bond is created between a company and a customer. Customer is someone who has paid for a product or a service and CRM is what happens next. CRM doesn't particularly try to attract new customers. Rather it tries to create a lasting relationship with a customer for the transactions to continue in the future (and when it is done well, it might attract new customers as well). CRM is not about sales or contracts between companies, it is all about keeping a consistent well managed relationship with the customer. (Bergeron, 2002, 1-14).

Peelen suggests that there are three definitions of CRM which goes on in stages from shallow to deep CRM. He uses an online bookstore to explain these stages. At the first stage when purchases have been made from online bookstore, the site registers and remembers the customer. The next time, when customer visits the site, suggestions for a new purchase can be made from the customers purchasing history. Customer can also contact the store, for ex. If he has a question about shipping of the book, customer service can open up the customers profile and check how it goes. (Peelen, 2005, 4). This of course nowadays is the basic structure of every online store there is. Almost every store requires customers to register in their online stores. This might be a slight hindrance for customers, when making their first purchase, but in the long run it really benefits the customer. Some sites offer discounts and bonus points for their users and some sites just provides a really nice rundown of every purchase the customer has made (for ex. Verkoopkauppa.com). (Peelen, 2005. 4).

Peelen continues to explain the second stage, which goes a little deeper. In this stage CRM is a business strategy, which focuses on optimising profits. This is accomplished by urging forward customer-satisfaction and understanding the behaviour which brings customer satisfaction. For example the bookstore could launch a 24/7 customer service platform, which would guide customers to use the store again. Different bonuses and regular

customer prizes can be also used, since the goal is to tie the customer to your own store and making sure, that the customer will keep using your services, not the competitors'.

The third definition is a deep one. In this definition most of the borders between customer and business are erased. This means that the customer has access to see every item on stock; they can follow the shipment real time and communicate with other customers about the products. The store in other hand gets as much as wide view of the customer, it can get. This creates however security problems, since privacy of both sides are important. (Peelen, 2005. 5).

3.2 How CRM works

In this chapter I will explain how CRM works. I will first explain CRM on customer point of view. I will discuss about how CRM affects the customer and what benefits CRM brings to customers. After viewing CRM on customers' point of view I will turn the tables and examine CRM on companies' point of view.

3.2.1 On customers view

According to Bergeron, one of the most important jobs of CRM is to gather information about the customers. It is important to know about customer behaviour, to ensure that their needs are answered to. Another thing which needs to be clear is customer expectations. Without these two vital parts of information, it is hard to improve financially.

After the information is clear on what the customer wants, it is wise? to think how they are served. When customers are being serviced, there are guidelines which should be kept in mind. Companies can't discriminate their customers depending on their sex, colour, religion or sexual orientation. However companies may choose to service some customers with more care depending on their wealth. For example banks are willing to offer more services to a successful businessman than a poor student. Bigger companies can choose their customers, but the money doesn't tell everything. Some broker for example could be wealthy for a while, but then lose his job and turn into an alcoholic. Some poor student may be at the edge of graduating and just starting to earn money.

There are a lot of touchpoints where customers are in contact with the company. Most common are online (customer service), emails, phone calls, the old snail mail and the big one, social media. All of these are vital channels, but nowadays social media is the one which can either make the company shine or lose face in the minds of customers.

Fine example from the power of social media is a recent post from Miia Lundberg. Miia posted a photo of her guilty looking dog on Ikea Suomi's Facebook wall and wrote under: "Hi Ikea! When mommy was away an incident happened. A sofa pillow just exploded, and mommy needs a new one. Do you sell them separately? Best regards, Niilo". (Miia Lundberg 22 March 2016)

This created a small social media phenomenon, gaining over thirty thousand (34 thousand 31.3.2016) reactions, more than 600 comments and over two thousand shares. Ikea played the situation very well and answered: "Hi Niilo! These kinds of accidents seem to happen a lot in dog families. We are glad that you survived with a scare. Could you give us your mommy's contact information so that we could replace the pillow?" Ikea also send some stuffed animals and informed about it on the post, which only added fuel to the fire. The post was mentioned in the media, for example in MTV and Helsingin Uutiset made an article about the incident. (Mtv.fi, Helsinginuutiset.fi)

This is a perfect example of how the bigger companies can stand out in CRM. The post was humoristic and it was answered in a similar tone, which everyone seemed to like. The customer, Miia, will probably continue to transact with IKEA in the future, since she got such personal customer service and she got the damaged items replaced and more. IKEA got publicity which money cannot buy and reassured that IKEA really cares about their customers.

Small town shops try to aim (or should aim) in similar service, but in real life. Small shops can be flexible with their customers and therefore can aim to create a relationship with them through excellent service. For example a cobbler is usually a person who loves shoes, knows everything about them and really wants to do the job. He can offer much more personal service to a customer, than a shoe store.

By executing their jobs well and really bonding with the customer, smaller companies can create great CRM. When customer usually looks just for the lowest price, personal and warm service can lead them back to smaller shop with higher prices, since they feel that they can trust the smaller shop more.

It all comes down to customer loyalty. When big companies try to lure customers with prices and bonus systems, small companies aim for an experience. The customer will spend money on the place, where he feels that he gets the greatest value from his or hers purchases. That is why companies, big or small, need to invest on the customer relation-

ship, to get the customer to return. When positive emotional bond is created with the customer, CRM has succeeded.

What can harm the relationship is that there are a number of more affordable alternatives for the product. The more there are, the more customers are tempted to use their money somewhere else. Another thing is customer frustration. When contacting the company, customer expects to get a hold of someone quickly, not to wait in lines on the telephone or get an automatic response on internet services. (Bergeron 2002, 15-37).

3.2.2 On companies view

As mentioned in the previous chapter, companies want to know the expectations and the behaviour of their customers. Companies' biggest challenge is to meet the demands of the customers and provide the products which are valued by them.

Bergeron explains that this however is a luxury which all can't afford. When a fast food chain has the resources to research customer behaviour models and interests, small family owned restaurants have to rely on their customer service. When they treat every customer as well as the other, they don't have to segment their customers and create individual customer profiles, since every customer is important.

As previously mentioned, companies can choose their clients. CRM always costs money to the company, whether a bonus card member gets his or hers monthly mail (paper is not free) or a system sends emails for purchasing suggestion, it always has a cost. If a company has recourses to track their profitability, customer by customer, it would be reasonable to focus more on the ones who create profits for the company. (Bergeron 2002, 38-40).

To figure out if a customer is profitable or has the potential to become a profitable, five key pieces of information are needed. These are: customer wants and needs, customer purchase cycle, customer interaction opportunities, and customer profile and customer life cycle.

Customer wants and needs. The whole basis of a business is to match the need and supply. If a person is hungry, he goes to a restaurant, and the need is filled. However, not every purchasing decision is made based on needs. Only a Few people really need new phones or PlayStations, but they buy them anyway since they want them. It is important

for companies to predict the future needs of the customers, so that they can answer to the demand.

The Customer purchase cycle means the time between repeat purchases of a customer. For example, where a professional guitarist may order a new set of strings every week, a Saturday guitarist may do so once or twice a year.

Customer interaction opportunities: Touchpoints of a customer were discussed in the previous chapter and here is where companies try to utilize them. Nowadays social media is the cheapest and easiest way to reach customers, but companies must not forget about magazines, flyers and such. Customers might also appreciate a catalogue posted to them more, than a phone call.

The Customer profile is something the companies get easily due web nowadays. When registering on a website the company gets the customers gender, age, geographical position and in the best cases the targets of interest which all helps marketing plenty and helps to find out about the customers wants and needs. Basically, the more information a company has of its customers, the better CRM it can do.

Customer life cycle is good to keep in mind when determining what to sell to the customer. A Bank may offer ASP loans (loans for purchasing first own home) for people over their twenties, stock options for people on their forties and pension deals for people over their sixties. Few people on their twenties have the money or the time to consider stock options, so offering them to that specific age group is likely a waste of resources. (Bergeron 2002, 41-45).

After these five key pieces of information are known to a company they can easily segment their customers. Customer segmentation gives companies the advantage of offering products to a group of people who are most likely interested in them. A Large online store can suggest, for example, electronics to men between the ages of 20-40, or notify about the big toy hits for parents under the Christmas period. A lot of companies also offer special deals or services to membership holders and try to sell these memberships based on segmentation. These types of segmentations are usually made in electric algorithms and may leave possible customers out of the marketing. A good way to sell memberships is how the men's barbershop M-Room is selling theirs. They offer silver, gold and platinum memberships increasing benefits. They are not specifically meant for a specific target group, but are there for everyone who is interested. (MRoom.com)

A Company can save money by targeting their high end products to the top customers (for example business class tickets to business travellers but they can also do so by internal processes. Internal processes are meant to determine which services are created in which way to ensure maximal return on investment. Some products like cars, telephones and fast food are more feasible to produce in masses since it would not be profitable to make them one by one (excluding some individual success stories). Some products profit more when sold separately. Where apple forces their customers to buy whole packages, when selling computers, Dell used to offer a service where they would manufacture all different kinds of components to computers (RAM, hard drive, graphics card etc.) and let the customers choose themselves which components and software's they wanted. They would also contact the customer beforehand if there would rise a problem on their purchased software. Say a Windows version has a flaw, which can be fixed from downloading an update, Dell would send the links and directions for the download. Nowadays this is basic stuff, but Dell had this concept in the early twenty-first century. Bergeron narrows it down: *"The effect of internal processes optimization on CRM extends to how customer data are gathered, managed and ultimately used"*.

When companies are trying to lure in customers, they have to keep in mind their core competency. Where some companies have only one or few core products which they market and sell, some companies may have many. McDonalds have their low cost fast food and they are not likely to spread and try to fine dining hamburger restaurants. Whereas Microsoft does operates in many fields, from gaming to office software.

More importantly companies need to keep employee satisfaction high. It is hard to give good customer service, if the person responsible for it is miserable at his job. In big corporations, the customer service employees are usually the lowest paid and require the lowest form of education. This usually means that the employees are not committed to the company and are not giving their best effort. This problem can't be solved simply by raising wages, but there are number of things to be done. Creating a fun workspace, training for the job and opportunities (such as possible promotions) can improve the work environment a lot. Also when employees are recognised for their work, they tend to work better. Nowadays a lot of customer service jobs are outsourced; some in other countries, but this is the strategic partnership of today. (Bergeron 2002, 45-56).

A Strategic partnership is when several companies are bundling their services to give the customers benefits. Some hotels and airlines for example might offer a combined membership, where the customer can use either ones services and use his bonus points on

both establishments. Strategic partnerships, in terms of CRM, fall in under one of the five of the following examples:

1. Intelligence. These companies provide customer information, concentrating on customer expectations. As previously discussed, a company needs to know the expectations to match them. If a competitive hotel company offers every tenth night free, the offer needs to be matched.
2. Marketing. Marketing is the perfect way to manage the customer expectations. These companies create advertising campaigns and promotions
3. Sales. The Companies whose partnerships fall under the sales category, use catalogues and customer need analysis as their weapons. Catalogues are an useful way to reach bigger customer base.
4. Service. These companies focus on training of their staff and customer support. As previously discussed, some companies choose to outsource their customer support to cut their employee costs. These outsourced companies simply can't offer the same quality of service as a person who has been in contact or has received training about the product.
5. Technology. These companies share databases, software and other processes connected to CRM.

In the end, CRM is not just customer service. It constantly evolves, as does business. Internet changed the whole CRM aspect and no one can know what will be the next game changer. Whatever it is, CRM needs to keep up with today's trends and technologies in an innovative way to ensure the happiness of customers. (Bergeron 2002, 57-62).

3.3 Implication of CRM

Bergeron has developed a five step action plan for companies to implement or strengthen their CRM processes. He says that any company can follow his plan, from fortune 500 companies to small town shops. I will open up the steps one by one, and tell what the crucial parts of them are. This method doesn't tell how to create a CRM project from nothing, but gives vital points on how CRM processes are acquired to a company. The five steps are presented in a figure below.

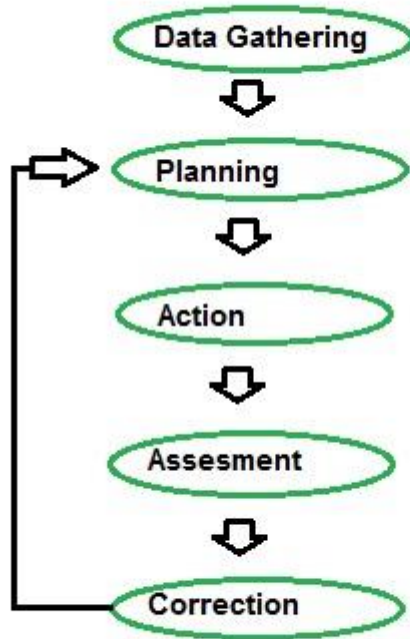


Figure 6, stages of CRM implication

1. Data gathering. When a company first starts to think about launching CRM programme, they have to know what CRM is. Company, or whoever is in charge, have to find out about CRM and what it can offer to the company. This could withhold: reading books, attending seminars or hiring a consult. When the person in charge knows what he wants and the company needs, he has to get the rest of the company on board as well.

2. Planning. When the theoretical part is over, it is time to roll up sleeves and get to work. Planning is the first set for a company to really start doing something for the implementation of CRM. Basically in planning it is decided, who does and what and when. To make the choices official, there are documents to be prepared, including functional specification documents. The documents include rate estimates, resource requirements and precisely calculated return of interest. It is also essential to set timelines and identify milestones which are needed to be reached for the CRM project to launch. The old saying goes: well-planned is halfway done and it is true. A rushed plan can cause a lot of disturbances in the future, whereas plan in which time and money are spend, will greatly benefit the company in the future.

3. Action. In this part things that are planned need to come to reality. In this part project management is needed to execute the plan. In Bergeron's model, the CRM process is

bought not created so the action reflects more on theoretical work, evaluating possible processes, interviewing vendors and so on.

4. Assessment. In this part it is evaluated how well the CRM works. All parts of CRM (for example customer service phones, emails, new data on customers, web activity and social media presence) has to be monitored and measured, so that the company knows whether or not they are getting their money's worth. One way to measure how CRM works is to create customer surveys and compare them to the old ones. If the customers are happier, CRM is starting to work. These assessments are then used to make the CRM process better, forming a continuous loop.

5. Correction. When adapting a new system, there are always some mishaps. Employees need time and training to get used to the new process. When corrections are being made, it is also necessary to evaluate if the process is working well enough or should it be replaced in the future. Correction state results in updated versions of requirements, timelines etc. to ensure that the process is taking the company to its CRM goals. (Bergeron 2002, 63-76).

4 The event

This fourth and final chapter of the thesis tells the story of the event. First, I will start by explaining the reasons why the event was held and what are the goals for it. Then I will tell about my “employer” the Suicide Chefs. When the reasons why the event is held and to whom it is held are clear, I will explain the planning process and how I attained everything for the event. After financials and marketing, there will be a discussion on how the event went and finally an evaluation about it.

As previously mentioned the idea for the event started with a book launching party but then morphed into a promo event. Due to the work and personal reasons of the authors, the book kept on delaying and delaying, which meant that I would either have to wait for the book to come out and graduate in fall, or I could change the event and graduate in summer. I chose the last option.

When the physical product is missing, something else has to be offered. After deciding that the event will be a promotion event the concept and purpose of the event changed. There will be no profit without products, so the logical thing is to go for the intangible; visibility.

In the following chapter, Peetu Virtanen, CEO of Suicide Chefs states that it is crucial for a small company like theirs to get visibility, for them to prosper. The company is at its starting point so free publicity is the best thing that it can get. Marketing the company is expensive and hard, but this event will bring the company much needed attention. Event will be marketed to broad audiences and hopefully the company will reach a lot of people who have not heard about it before.

The promotion event will most likely be short, +/- 3 hours lasting experience, so to create extra value for the event I decided to organize a gig after the promotion. This will make the experience more special and memorable, but will also add a lot of extra work.

When the ultimate goal on the event is to create publicity and visibility for Suicide Chefs, I have some personal goals which I would like to complete. First of all as a student I don't have loads of money, so keeping the budget as small as possible is a priority. Then I will aim that the event is done properly. Depending on which venue I will get, I want that at least hundred people will attend to the event. If 200 guests will arrive (and if the venue will hold so many) the event would be a grand success.

However, I don't just want to lure people in, I want them to have a good time. For this to happen, entertainment would be beneficial. This event will be a first contact with the company for many people, so creating a positive experience is crucial both for the company's future and for me to feel that I have done a good job.

After a great event I also want to have a great gig. For Suicide Chefs, the tattoo culture is a huge thing. The most obvious genre of music, for tattooed people, is metal. This suits me perfectly since personally I listen to lot of different metal music and I love to visit metal music shows. Again depending on how many people the venue will seat, I want to fill it as much as possible. A sold out gig would be the dream, but firstly the minimum aim is to sell as many tickets as it required paying for the labour (sound man, technicians etc.). But I don't want to settle for that so I will be aiming to fill over 50% of the venue.

4.1 Suicide Chefs

Suicide Chefs Oy is a company founded by Peetu Virtanen and Emil Abdullajevs. The idea behind Suicide Chefs is to lighten the world of tattooed chefs, in which category both Emil and Peetu belong into. For to get a deeper understanding what the company is and what it tries to accomplish I interviewed Mr. Virtanen in his residence.

Peetu and Emil started the company for the purpose of combining two big elements of their lives; being a chef and tattoos. They noticed that there is not a company existing which brings these two elements together so they wanted to be the first ones to do it.

Peetu and Emil are right now in the mists of writing a book for their first product to become. The book, which operates under the code name "Coffee book", is supposed to be ready before summer of 2016. The Coffee book is going to represent the company as it will combine artistic photos of tattooed chefs and will also provide special recipes from the represented chefs. They are also planning a second book to be published in winter, which is planned to be a more typical cook book.

However, Peetu and Emil are not satisfied being just novelists, but they want to bring fashionable chef gear to Finland. Peetu and Emil perceive that the aprons and jackets which chefs wear in Finland are mainly monochromatic and pale and they see a market crack in there.

The two tattooed friends are well connected in Helsinki's kitchen scene, which they live and breathe every single day. They have a positive view of their company and they are really optimistic for the future, since this kind of business has not been done here before.

When asked about the importance of the promotion event, Peetu answered that it is crucial for the company to broaden its follower base. Without media and marketing the company will not survive and he sees the event as a stepping stone for greater things in the future. (Virtanen 8 March 2016)

4.2 Planning

The planning phase was exceptionally long on the event. *The Idea* for the event formed as early as March 2015. After a long school day, I and Mr. Virtanen (later referred as Peetu) decided to have a drink at a bar. As we discussed about the upcoming thesis processes I mentioned that I don't have a subject. Peetu then offered me to host a book launching party which sounded excellent for me.

I had the first meeting with Peetu in May 2015. In this meeting it was decided that the event will follow a more informal line. There was no official target group decided for the event, but it would be mostly targeted for people who are interested in cooking or/and tattoo culture. It is hard to pinpoint which is the age group of these people, but young adults (ages 20 to 30) who are interested in alternative culture, which Suicide Chefs represent, are the closest target group we came up with. We also discussed about the possibility of having bands playing music at the event so the most rational choice of venue would be a bar. Nosturi, a legendary gig place in Helsinki, was discussed as the perfect place to hold the event. There we could host the event downstairs where there is bar service and then have the gig upstairs. Nosturi would profit from the event via selling drinks.

For the possible bands, I suggested some of my friends' bands including Until We Collapse (later referred as UWC), 24 Sanctions, Another Happy Family (later referred as AHF) and Caroline. The plan was basically to get two or three bands which are willing to perform without (or with minimum) fee. Timetable was set to the event to be held at the end of July 2015.

July came and went and the only thing I accomplished to do was to confirm that UWC is willing to play for the possible event. I also found out that 24 Sanctions was disbanded and AHF would not be performing for some time. I sent inquiries to the discussed venues and many others, but only a few answered and they didn't either have free dates for the

event or couldn't host the event with the bands. We decided to postpone the event further back.

In January 2016 the idea rekindled and we got back on the drawing board. At this point Peetu presented the idea that the event would focus more on the company, not the book. We also got some ambitious ideas like booking five bands for the event and gaining profit by charging 5 to 10 euros per ticket. Once again a lot of things would depend on the venue, how many people does the place seats, how does the ticket sales go, do they have a stage for the bands and so on. A new timetable was set and the event would be held at 1.4-30.5.2016.

After many declines, some ridiculously expensive offers and not getting responses from the venues we had another meeting at the end of January. At this point Peetu told that the book would not be ready for the event and the event would be solely promotional for the company. At this point the set time for the event was closing in fast and as we still didn't have a venue, we could not be picky. However, as the event would promote the company, it would be preferred that the venue would have certain aspects, for example a video projector where we could present photos from the upcoming book.

In the beginning of February, I got a couple of positive answers. Elmu bar, which is the downstairs bar in Nosturi, send me an email asking more about the event which I then replied. The conversation ended there, since I didn't hear back from them (Ylönen 9 February 2016). Molly Malone's also answered and asked me to come to visit their bar. I replied and suggested times which would be suitable for me but yet again, no reply from them (Snell 12 February 2016). Also once again a ridiculous offer was sent by Ääniwalli, where they offered the place for a weekend day, but did not promise bar service. Ääniwalli would have cost 800 euros + the VAT tax, which would have been way too much for the minimal budget for the event. (Turbanov 8 February 2016).

After miraculous events, which are described in the following sub chapter, I managed to secure a venue for the event. The venue gave us the option of holding the promotion event first and then the gig afterwards. The venue has a kitchen, DJ booth, video projectors and a very friendly manager, which gave a lot of depth to the event.

I and Peetu planned for the event to have food, which would be types of slider tapas with different toppings. It would be good to have a couple of waiters to serve the food, so that I and the writers could focus more on the guests. A DJ would be ideal for the promotion part of the event, so that was put on the check list. The Projector gave us the opportunity

to project concept photos from the upcoming book. For the event, brochures will be created, which would tell about the company. Finally, manager (of the venue) gave the option of creating a named after drink for the event (Appendix 6), which will also be implemented in to the event. In a meeting with the manager, it was decided that the event will begin at 18:00, with the promotion part. It will last into 21:00 and that's when the bands will start playing. The gig is set up to end at 23:00

4.3 Acquiring of venue, staff, band and marketing materials

There are a lot of things to do, plan and get to the event, but the most crucial one is the venue. The venue will determine what is possible to do for the event. At first aims for the venue were, that there would be a bar and stage for the bands to perform but as the deadline for having the party came closer even those two requirements were left behind and it came a priority just to get any place.

In February the situation started to seem hopeless and I started to doubt that either I have to give up on the event or come up with something different for my thesis. Luckily I had a meeting with another Haaga-Helia companion, Sanna Langi. Sanna and our mutual friend Michael are in the midst of opening a restaurant and they have been working together with Haaga-Helia lecturer Juuso Kokko. Juuso is both a lecturer and an entrepreneur, who is in the management of CMB restaurants. CMB restaurants have 15 different places of business including Aussie Bar, Kokomo and Bar Loose (CMB Ravintolat.fi). Sanna was kind enough to send an email telling about the need for a venue, to Juuso, who then forwarded it to several bar managers. It only took two days and I got a phone call from Bar Loose, offering me to organize the event in their estate.

Bar Loose was a jackpot, they have naturally a bar, room for the bands to play, video projectors, DJ booths, fully operational kitchen and can hold up to 200 attendants. These top notch amenities are not free and we discussed a down payment of 500 euros. This sum will be paid back when the bar sales have exceeded the down payment. 500 is a lot of money, but I was confident that I could get at least a hundred visitors to come and if every one of them buys a beer then the costs are reached. For the music show, selling 50 tickets with 5 € a piece, the costs will be settled, this including 140 euros for the mechanics and 170 euros for the sound director. Loose luckily had one opening left in the planned timeline of April through May and the event was set to take place 28th of April.

Now that the venue was secured, the next thing to do is to get the bands. I had formerly discussed with UWC, whose drummer is a personal friend of mine, and they agreed to

play at the event. Two more bands were needed and Peetu had two bands in mind. However, one of those bands had just quit and the other one could not make it. This meant that I had to secure two more bands for the event, fast. I contacted my friend from UWC and asked if they have a familiar band, which plays somewhat the same type of music that they do. My friend suggested a band called Watery, which I contacted by Facebook. After a while they contacted me back and confirmed that they would be happy to play with UWC in the upcoming event. In search of a third band I contacted my acquaintances who often go see shows of similar smaller domestic metal bands. I got a lot of recommendations, but when I listened them with Peetu, he recognised one of the bands called All Eyes On Us (referred later on as AEOU) and told me that they had played in a company party where he attended and that the band was excellent live. I added their singer on Facebook, told about the upcoming event and asked him and his band to join in. After a brief pondering he said yes and the bands were set for the event.

To create extra value for the event I decided to find a decent photographer and a DJ for the promotion event. I have a lot of friends who are amateur photographers, but I wanted some quality and decided to ask Mikke Pöyhönen for the job. Mikke is a semipro photographer who does freelance jobs for real estate companies, photographing houses put to sell. (Photomikke.com)

I personally know only one DJ (who goes by the stage name of DeWille), so in that department the selection was narrow, but he is a good one on he gladly decided to join us on the event. He suggested that he could team up with another DJ (DJ Tommy Deem) and asked me to come see him perform. On 26th of February we went to Sokos Hotel Vantaa, where there was a DJ event, where I saw the other DJ Tommy Deem. I really liked what I saw and asked him to come for the event. He accepted and asked in return that he would receive drinks as payment and I agreed. So now I had DJ's DJ Tommy Deem and DeWille to take care of entertainment in the promotion.

Next part was to create advertisements for the event. Bar Loose offered to air a commercial for the event in their info-television. The commercial would also run in the "sister" bar Loosister. In a meeting with Peetu we came up with the idea of a silhouette type of photo, with the Suicide Chefs logo on top and all the necessary information about the event next to it.

I took the idea to one of my friends who has skills in creating digital works. Besides being aired in Bar Looses and Loosister's info televisions, it would be also used in social media marketing. After a while of work we came up with the following picture:

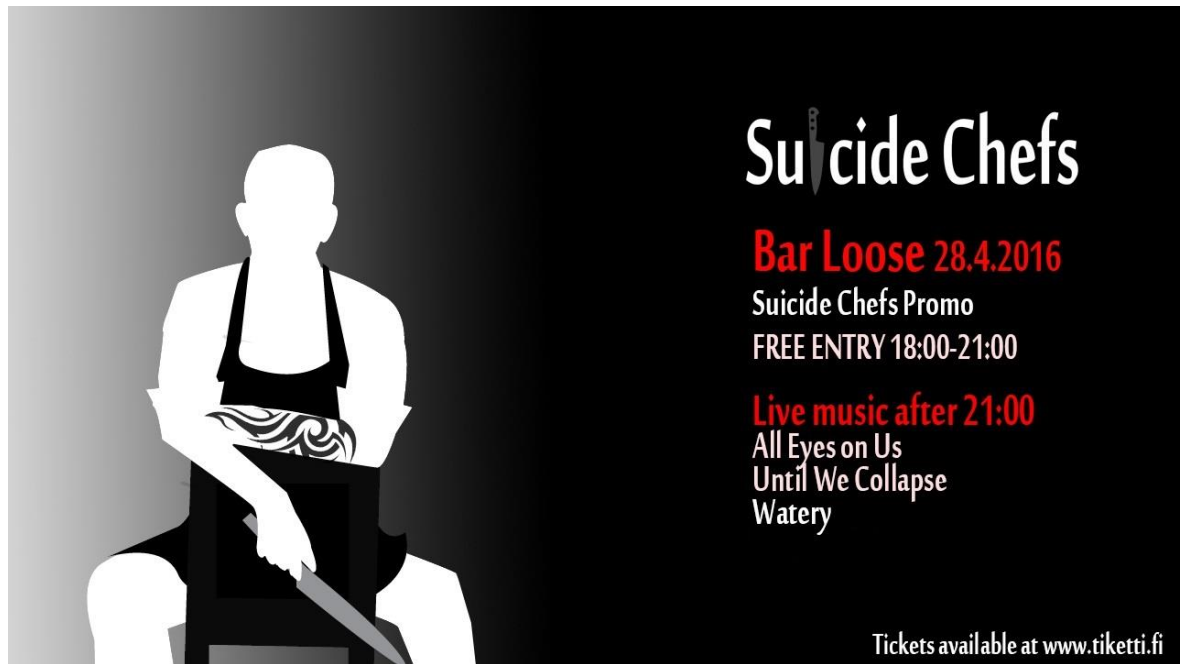


Figure 7, Commercial

We also created an A3 sized poster (appendix 1) which I planned to have multiple prints of and spread them out in Helsinki.

Now when the venue was set and the bands were booked and commercials created, the next step is to start advertising the event/gig. Before that I wanted that there is a channel where people can buy tickets for the gig. This would be good, because if someone who likes the bands tumbles upon the Facebook event (of the gig) and doesn't see where to get the tickets instantly, he or she might forget to buy them, or think that "I'll buy them later when they come" and they might find something else to do for the set day. After discussion with Joni, the manager from Bar Loose, he told me to get him bios from the bands, to create a Facebook event for the show and to create a poster for the gig. I disagreed with setting up the event before getting tickets for sale, but I trusted that Joni knows what he is doing. After I got bios from the bands (they are a bit smaller ones, so they don't have Wikipedia pages or websites, where this information could have been harvested), had the advertisement for the gig (appendix 2) made and set up Facebook event, tickets for the gig were set up to tiketti.com for sale. What was strange was that Joni chose to use the poster made for the promotion part in Tiketti.fi service. In that poster, there were put up the previously discussed price 5 / 7, which meant that tickets cost 5 euros on Tiketti.fi and 7 euros on the doors. However this sum was raised to 6.50 euros per ticket (from tiketti.fi), which I had suggested before since I felt that the band selection was so strong, that we could raise the price a bit. Facebook event for the promotion part was also made and it is more closely described in the following subchapter.

I, Peetu and Emil had a meeting in April where we decided that we would use concept photos of their upcoming book as brochures and Emil would try to get a “prototype” book for the event for people to see. We also created a different kind of poster, which we could use to promote the event (appendix 3).

I had previously taken A3 sized prints from the planned posters, but the printer in Haaga failed to print high quality posters. Luckily I found out that in Metropolia (Leppävaara campus) there is a high quality printer which Metropolia’s students may use. It so happens to be that I live with a Metropolia student, since my girlfriends studies there.

Two weeks before the event we went to Metropolia and got the prints done. The quality was excellent, but we missed a few things which were needed on the poster, more on the subject on the next sub-chapter.

To end this subchapter I will add a Gantt chart (Figure 8) created for this project to clear up the timeline of when everything happened.

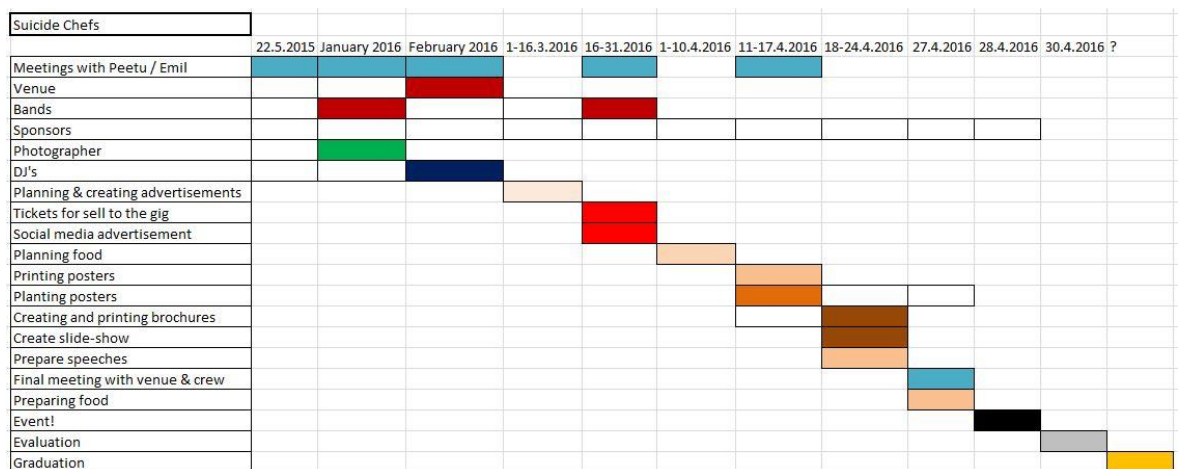


Figure 8, Gantt chart for the event

4.4 Financials & Marketing

As previously stated, Suicide Chefs is a starting company with no ongoing business. I, as the organizer, have a job at least but as a student my revenue streams are really limited. This gave a really narrow set for the possible rent and payments for the bands, DJ’s and waiters.

Venue will take 500 as a down payment, which will be gained back with bar sales. Event will be held at 28th of April, which is a Thursday, this creates extra pressure to get the de-

manded 500 euros, but I was really confident that I could raise at least that much from the event, since it would take a hundred people to attend and all of them buy a 5 euro beer. At a nightmarish catastrophe situation only 50 would come leaving some room to reach 500 euros, but then I would fill up the bar gap up with Peetu.

The musical side which would commence after the promotion was rent free. There are costs to host a gig, including 140 euros which goes to setting up the required tech for bands and a "sound guy" who will charge 170 euros for a gig. There are some other minor expenses, but at a talk with Joni, he said that if 50 tickets are sold (the place can hold up to 200 customers) the costs are met and it leaves a couple euros to the bands. I set 50 tickets as a minimum which I would sell but I would of course aim to a sold out show. More realistic estimation could be a bit over hundred tickets sold, which would make me and the bands happy.

Staff will be the first expense of the event. But when all, but the other DJ (DJ Tommy Deem), are personal long-time friends of mine, the expenses are quite low. The two waiters agreed to come for work with a payment of alcohol bottle. DJ's were a bit more demanding, wanting drink tickets, but I talked them down for a quality vodka bottle. These payments would cost me around 40-50 euros, but luckily I will attend my floorball teams annual cruise a week before the event, so I can cut the costs by buying the "payments" from Estonia.

Food is predicted to cost around 60 euros which will be divided between Peetu and Emil. As they are the owners of Suicide Chefs Oy, and being chefs themselves, it would be only natural that they are in charge of food. The 60 euros covered also smoked lemons, which Peetu prepared in his workplace. Smoked lemons were used in the special drink which was created for the event "Smokey Chef" (Appendix 6)

Final costs were printing of the posters and brochures. With connections I had the Metropolia's super printer at my use and I got the printings as "personnel prices" which meant that I had to only pay for the material costs. I, Emil and my girlfriend went to Leppävaara on a Friday morning of 15th of April. The media laboratory, as they call it, had no customers when we arrived so we got the whole place to ourselves. There was a teacher and a former student running the laboratory who were really helpful and helped us to print the posters and flyers which are meant to advertise the event. The quality was excellent and I and Emil divided the posters between ourselves. Everything seemed perfect, but one thing was missing from the posters (as you can see from appendix 3) date of

the event. After brief discussion with Emil it was decided that we would draw the date on the posters with markers, trying to make the posters a bit more “underground” or “artsy”.

As for marketing, the cheapest and probably the best way to reach people is social media. I created two different events, one for the promo (called Suicide Chefs Promo) and one for the gig (called Bar Loose 28.4 All Eyes On Us, Until We Collapse & Watery). I was worried that if I would create just one event, people would mix up the price for tickets to the gig, with the promotion which has a free entry. After creating the events I invited all my Facebook friends to them, made Peetu and Emil as co-organizers (which gave them the right to modify the event as they liked) and asked them to invite people there as well. I did the same thing with the gig event, except I made a person from each band as a co-organizer. (Facebook.com)

To get more people to notice the events I chose a couple of Facebook groups which I thought that would interest the people in them. I chose Haaga-Helia, Haaga campus Facebook group to advertise the promotion. It would be really easy to just force it to every single group and channel which I belong to, but I believe that it is more efficient to choose groups which withhold people who might really get interested on what is marketed. I posted the event on Haaga’s Facebook group and added a long, personally written message which I hope drove more interest towards the event. (Facebook.com) I did the same with the gig event, only I targeted the event for the right audience again. I chose Corepellet (core clowns), which is a closed group with over a thousand members. In Corepellet group there are mainly band/song suggestions (revolving around the genre of metal), “talk threads” where a subject of the talk is named in the beginning (for ex videogames) and smaller bands like UWC promote themselves. My post caught some attention and a few people attended the event after the post.

The final push on social media was done at the start of the week of the event. I shared the event (of the promo) on my personal Facebook page, shared the event on Haaga-Helia’s page and on many more pages. Bands shared the event for the gig on their own Facebook pages and so did the DJs. Especially for the gig, it was important that it was promoted and shared from many different sources.

The next way of online marketing came up as a surprise. I sent the information about the event on Minnenyt.fi (wherenow.fi). After a while I googled Suicide Chefs promo and found the advertisement and much more. The event had ended up in multiple websites for example kohokohdat.fi, meteli.net, stadissa.fi, whereevent.com and heyevent.com. Most of these websites have picked up the promo event probably from Facebook, but it certain-

ly is not a disadvantage. Tickets for the gig were sold on tiketti.com where the event was named Suicide Chefs Presents: Until We Collapse, Watery, All Eyes On Us.

Final commercial for the event (figure 7) was played in Bar Loose's and Loosister's info televisions, which are visible from street side.

Previously mentioned posters, which lacked date of the event were fixed with a spray-paint (appendix 4). These posters were spread around Helsinki region in various locations, including bars and street sides in Kallio, Töölö, Kamppi and Kluuvi,

4.5 Procession of the event

I, Peetu and Emil had a final meeting at Bar Loose on Tuesday 26th of April, two days before the event. At first the idea was to spread the printed photos around the bar and have a projector which will project a slideshow to back-up the photos. At the meeting we had an idea of concentrating the physical photos on a single wall, so that people do not have to walk around the bar to see them. The bar has two bar counters and the bigger one opposite the wall, where the slideshow is projected so it was easy to place the photos by the second bar counter.

At 28th Emil was first to arrive at the location at 15:00. He and his friend prepared the tapas sliders (appendix 5) after which the photos were placed on the wall (Appendix 6). At this time, around 16:00 I arrived on the set with the DJ's. I helped them to get their equipment on place and made sure that they have everything in order for them to perform. Shortly after Peetu arrived at the place. He started to work with the bar manager Joni, to get the slideshow working, which they did. Bands started to arrive after four, one by one. I welcomed them and asked if they needed any help, but they had everything in order by themselves, since they worked downstairs with the stage technician. When the waiters arrived around 16:45 and the photographer shortly later, all the people needed to complete the event were present. Waiters were briefed about the ingredients in case of someone being allergic.

The bar opened its doors at 17:00 and immediately first guests started to come in. Most of the people were friends of Peetu, Emil or me, but there were some faces I have not seen before. Before 17:00 I published a picture, on Facebook wall of the event, of the tapas sliders and told people to hurry up before all of them were gone. People kept coming in, and I tried to greet everyone, thank them for coming and tell about the pictures on the wall and the slideshow.

At 18:00 I asked Peetu to take a microphone and say a few words about the event, since there were some people, who clearly seemed to have just to come and have a drink, so it would be good to let everyone know why there, are pictures of chefs on the wall. Peetu said a few words, welcomed everyone, told a little about the pictures and mentioned that soon there will be a service of tapas sliders. Waiters then walked around the bar, offering the sliders.

I continued to tell about the company and the pictures to all new quests. After 18:30 only few people showed up anymore and Peetu had his speech coming up so I decided that it was more sensible to let the event run by its course and just spend time with the quests.

The DJ's were playing whole the time, but what they played didn't satisfy everyone. Emil told me that his friends had complained that the music (they played Electronic Dance Music) was bit off. I asked the DJ's to turn the tempo down a notch and they complied. However this was not enough and Emil made the decision of that they DJ's should end their set at 20:00 and the final hour before the gig would be the bars own music. This was quite upsetting, since I had frequently asked about the music which DJ's are asked to play, and had no demands on the type of music. Luckily the DJ's were not upset about the incident, but I offered them a few extra drinks and gave them access to back stage downstairs, which allowed them to cool off and enjoy their own drinks. I also added them to "the list" in where people who don't have to pay for the gig are listed.

At 20:00 the DJ's wrapped their sets and gave the microphone to Peetu. I introduced Peetu who then thanked everyone who has participated in the event. He told little about the company, asked people to go see the photos, if they haven't, told about the upcoming book, asked the one's interested to follow them on Instagram and wished everyone a happy upcoming summer. The speech went very well and everyone seemed to get the idea of the event.

The gig then began at 21:00. A bouncer staged a table where people can buy tickets and people started to get downstairs. The downstairs bar also opened at the same time. When the first band started at 21:00 there were around 20 persons present. I worried a bit, but AEOU performed so well that I couldn't do anything else but to enjoy the gig. Second band Watery started at 21:45 and there were some more quests downstairs. The third band started to sell merchandise at the same time and they got a few t-shirts and hats sold. Watery was also excellent on stage and the other spectators seemed to like them as well. UWC started at 22:30 and more people showed up to see them. The gig went very

well, they even played an encore. After the gig I went backstage and thanked every band and they seemed to be happy as well. The gig could have not gone better.

4.6 Evaluation

To start with the good part, financially all the goals were met. Bar Loose had set the limit of 500 euros to be reached, for them to break even. At the end of the gig, they had made over thousand (1000) euros, which is really good for a Thursday night. The event had about 90 attendants, which is not bad; really close to the targeted 50% of the capacity (Bar Loose fits 200 people).

The gig also made profit, but only a little bit. 60 tickets were sold, so it just barely made over the requested 50 tickets, which was enough to cover the technical fees. However “the list” which was previously mentioned had 20 names on it, so there were around 80 people watching the show. 60 tickets were enough to meet the expenses and all the bands told me that they had a great time, so I was pleased even though I did expect the gig to sell more.

I previously stated that the ultimate goal of the event was to create publicity to Suicide Chefs Oy. It is hard to measure how many people at the event had not heard about the company before, but at least now everyone who visited the party knows what they do and plan to do in the future. Good thing for the company was that the event was mentioned in many different web-sites (as stated in the chapter 4.4). Even more important was that over a thousand people were invited in the Facebook event, so at least a thousand people have now heard the name Suicide Chefs. Posters which were spread around Helsinki also brought some visibility to the company, but only by telling their name.

Instagram followers were expected to rise after the event and they did, but not by much. As before the event, there were 46 followers. In second of May there were 46. After the event there were 63 followers, a slight increase happened.

To ask the opinion of my “employers” I interviewed Peetu Virtanen and Emil Abdullajevs. Overall both were really pleased about the promo. In Peetu’s opinion the mood was excellent and there were a good amount of people. Emil also liked “the vibe” so to say, but had wished for more attendants. Both agree that marketing could have been done better and it should have begun earlier. The two were in agreement that the venue was perfect for the event. Peetu added that the date was also fine, although it was Thursday, since it was the day before May Day. The entrepreneurs would have only changed the music which DJ’s

played, but it was a mistake from them, since they didn't inform their taste of music. Both felt that the event was a step forward for the company. In Emil's opinion, people now understand more what the company is all about and Peetu had some contacts asking him more about the book and the company. They were in agreement that the word about their company had spread which will help them when they will launch their book.

If I would host the party again, I would definitely spend more time on planning. There were many things which changed through the process of setting up the event, but right in the beginning I should have had more meetings with Peetu and really talk about different options. With the promotion event I got everything a little by little and I imagine that most events are constructed piece by piece, but with more specific planning and executing I think that I could have gathered all the components within weeks.

Getting venue was by far the most critical and hardest task of this event. I got really lucky by knowing someone who knows someone which then landed the venue in my hands. In other words my networking skills gave me the venue, but in the other hand I should have worked more for it. I sent a ton of emails and got only some answers. Now when I look back, I think that most of the emails were read by employees of venues, who have not submitted them forward. Few places had their managers' information on their websites so usually I sent the email to the "house" email address. I should have been making phone calls and visit the places, but it seemed useless to go circle around bars and stages, hoping to catch someone in charge.

Marketing was done almost solely on social media, with the help of mouth to mouth advertising and the posters. If the bands were booked before the venue, we could have set the web page for selling tickets right away. Now, when I had to wait for the site to be set up, it took valuable marketing time.

But overall I feel that I did a good job for the event. It might have failed a bit on getting people to listen and see what Suicide Chefs are all about, but at least it made the company's name more familiar. When they launch the book, all the marketing which were made for the event will pay off. Over a thousand people were invited in Facebook for the promotion event, posters were spread around Helsinki, marketing were made in event sites and in social media, which all is going to benefit the company in the future. In my opinion the venue was perfect, DJ's were good (bad thing that the company men figured out what they wanted to hear when the event was on). The bands were also excellent. All of the components came free of charge since the event made profit, so I'm really proud of my work. Besides the DJ's I didn't hear a single complaint, everyone had a good time and in a

way the company got promoted, so I see that the event was a success. Peetu and Emil could have taken more advantage of the event, by for example, distributing pamphlets about the company (idea was discussed, did not happen) or by giving more specific speeches, since Peetu only had one proper speech. By giving a different one hourly Peetu and Emil could have for example tell the story of the company bit by bit or tell different information, but now the stage were only used properly once.

4.7 Conclusion

In conclusion I would say that the event was a success. As discussed on the second chapter, the “theme” and the style of the event were set up early and the event followed it well. Event could have been planned in a more specific matter, but overall the original plan was just moulded as time went by, so there were no tragic changes to it. Marketing was done with social media and posters, to create as much visibility as possible, since there were not a specific target group for the event. Marketing material could have had more information about the company itself, since now it had just the name on them. Budgeting was easy since expenses were so low. Peetu and Emil paid food, marketing posters and the showcase photos, altogether around 80 euros. I spend only 50 euros on rewards for the staff, which is not a huge sum. The event was not supposed to create profit for the host (me) or for the employers (Peetu and Emil), but to match the costs of the venue, which it did. The only thing which completely failed was getting sponsorships. As seen on figure 8, sponsorships were in plans, but I just didn’t get any. I tried to contact businesses nearby the venue, but didn’t get any responses. This, yet again, shows that e-mails are not the best way to reach people. Close-down and evaluation was discussed at previous chapter.

Maybe the most valuable lesson of this project was want or need something you really have to go get it. I got lucky with the venue, since I had contacts. If I didn’t, I don’t know would I have heard of any of the contacted venues. I should have visited the possible venues right ahead instead of waiting for them to reply my e-mails. Same with the sponsorships, I send some e-mails and did not get any answers, so I kind of let it be. Sponsorships were not necessary for the event, but if I had got some, our already small budget would have been smaller.

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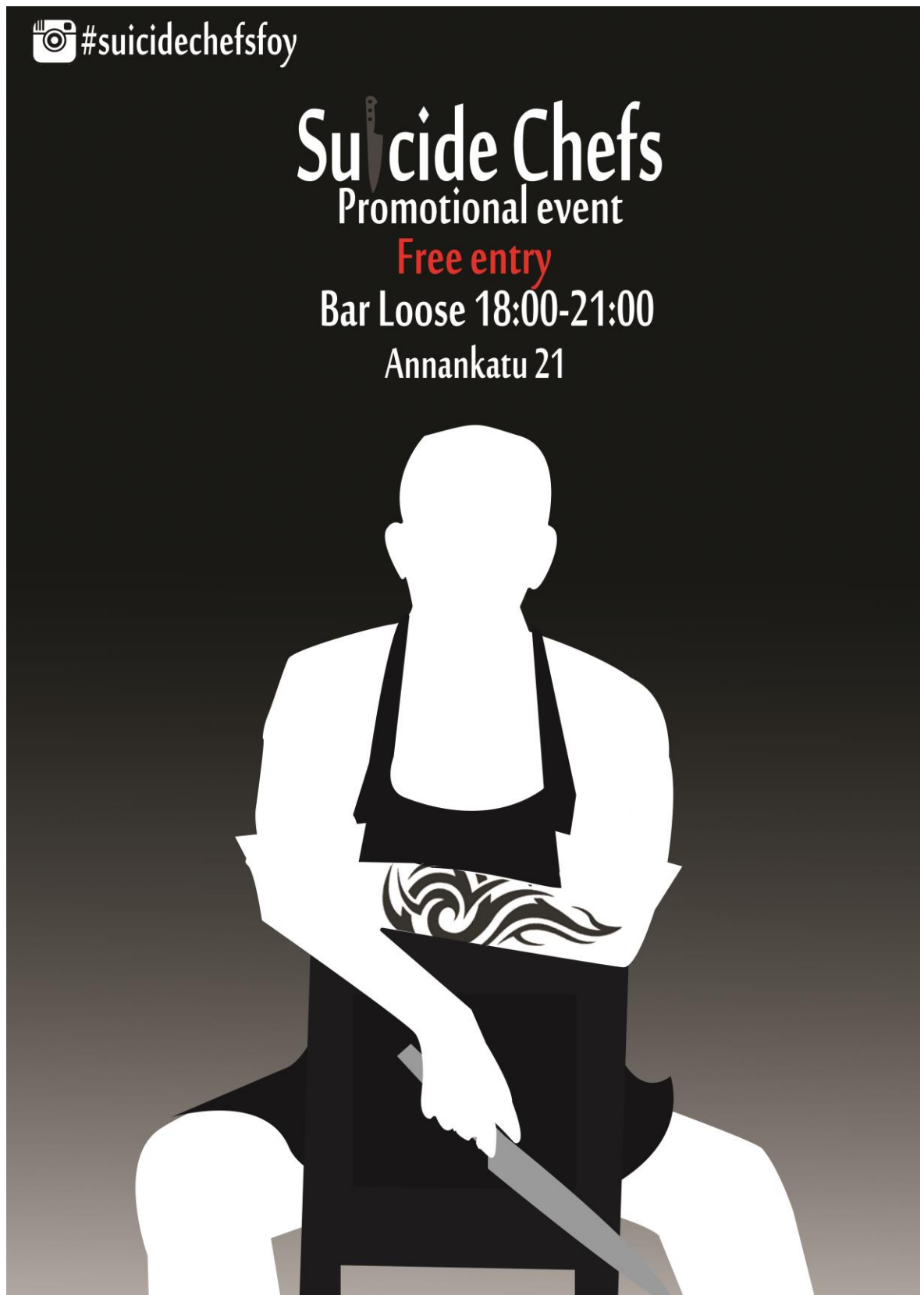
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Appendices

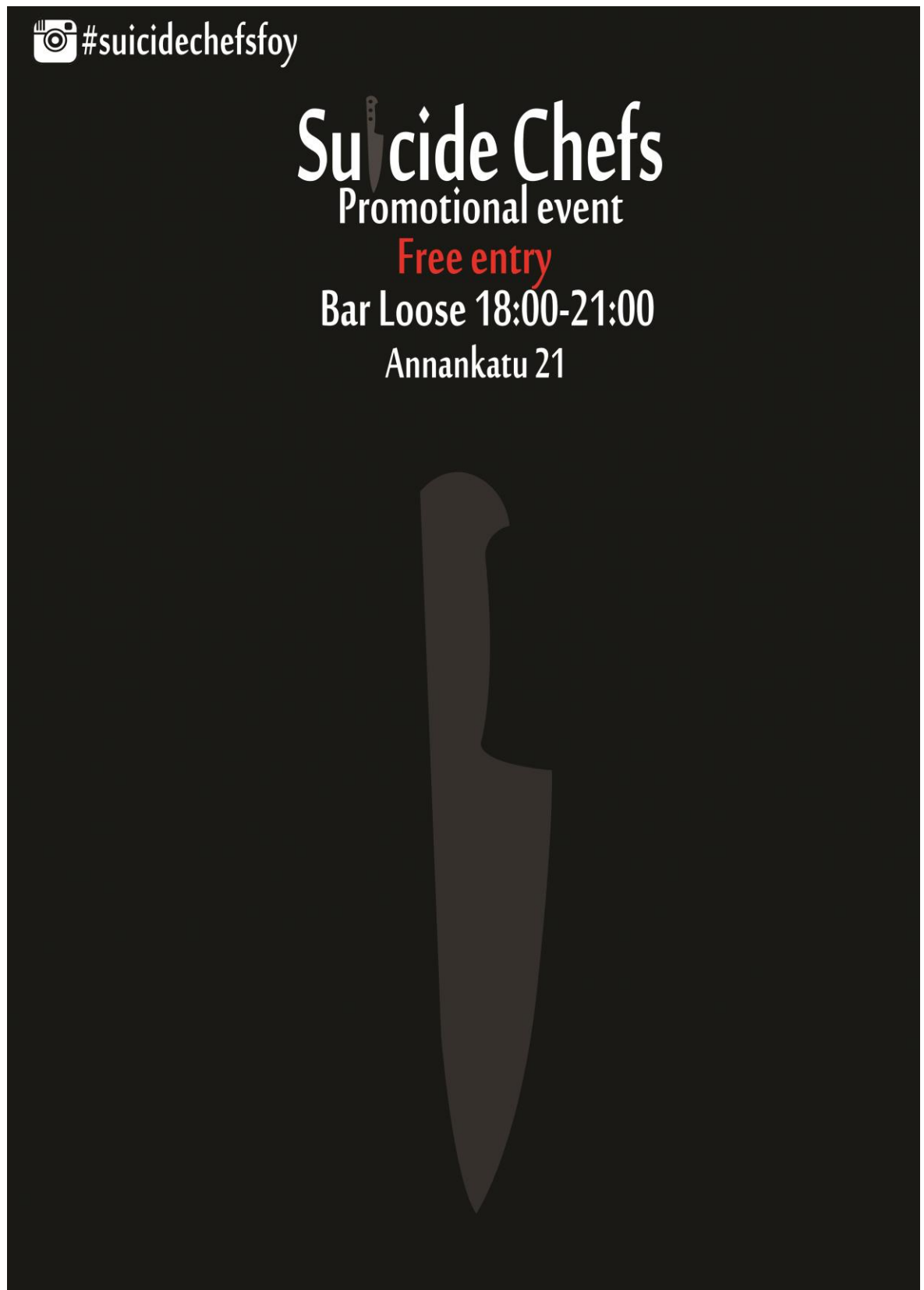
Appendix 1. A3 Suicide Chefs poster



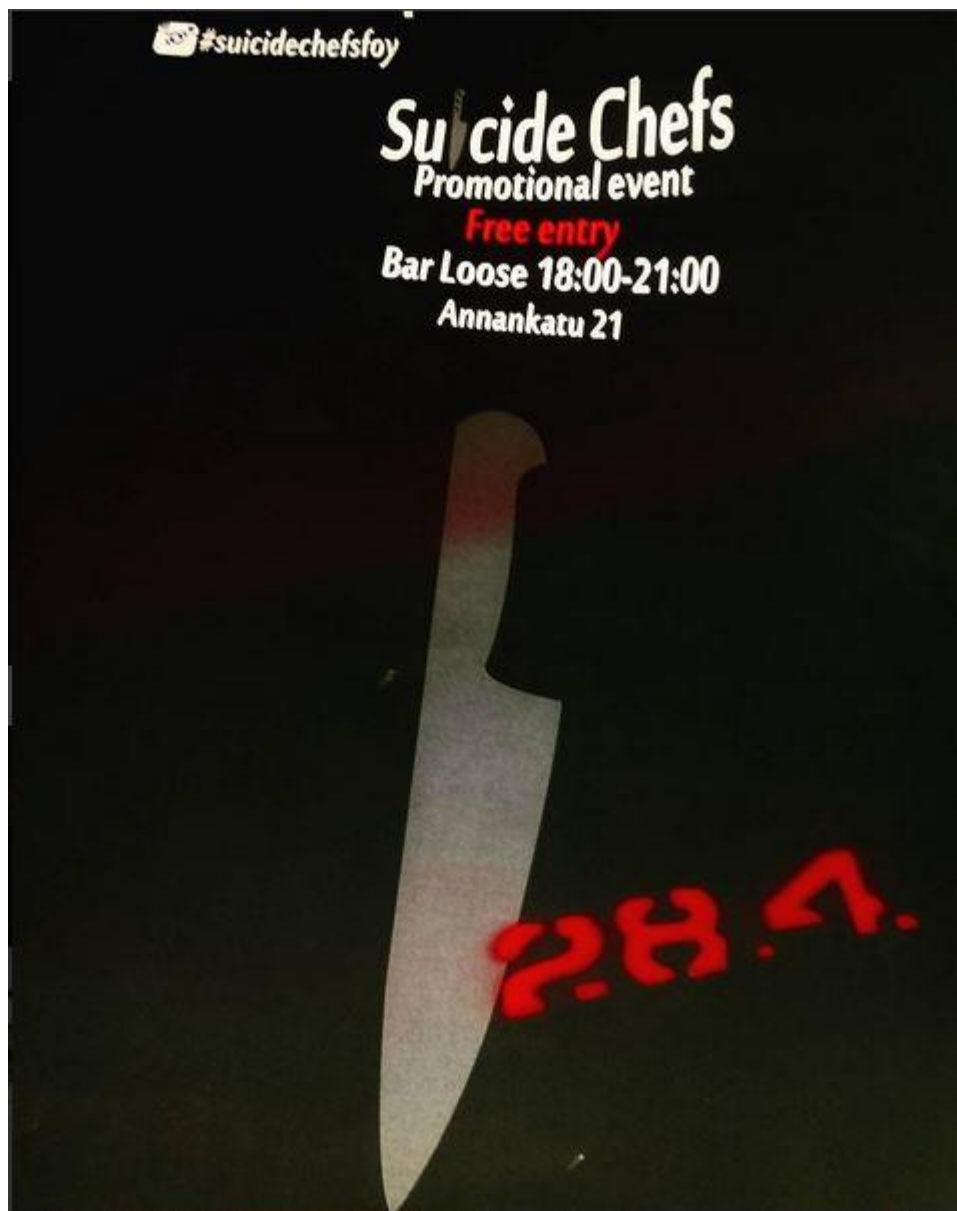
Appendix 2. Poster for the gig



Appendix 3. Optional poster for the event



Appendix 4. Fixed poster



Appendix 5. Tapas sliders



Appendix 6. Pictures from the event







Appendix 7. Timeline of the event

16:00 Arrived at the venue.

17:00 Bar Opens

18:00 The event officially starts, welcome speak

20:00 Speech

21:00 Gig started

22:15 Gig ended